



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

CUSTOMER NO. 22927

Applicants: Walker *et al.*
Application No.: 09/540,214
Filed: March 31, 2000
Title: METHOD AND APPARATUS FOR CONDUCTING A
TRANSACTION BASED ON BRAND INDIFFERENCE

Attorney Docket No.: 00-006

Group Art Unit: 3622
Examiner: Arthur D. Duran

RESPONSE
to the Non-final Office Action mailed October 4, 2005

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Examiner:

In response to the Non-final Office Action mailed October 4, 2005, please enter the following amendments and consider the following remarks.

Following is a detailed listing of all claims that are, or were, in the application. A status identifier is provided for every claim and the current text of every claim is presented, unless the claim has been cancelled or not entered. Current amendments to the claims are expressed in the detailed listing by strikethrough or double brackets (for deleted matter) or underlining (for added matter).